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THE WHITE HOUSE
WASHINGTON

July 15, 1985

Dear Mr. Wenceslao:

Thank you for your message and for sending me a copy of your letter to President Reagan.

I appreciate your thoughtfulness and you can be sure I will share your correspondence with the appropriate White House staff members.

With best wishes,

Sincerely,



Donald T. Regan
Chief of Staff to the
President of the United States

Mr. Francisco C. Wenceslao
President and CEO
The Philippine-American Democratic Foundation
Suite 12
12802 Valley View Street
Garden Grove, CA 92645

4860

NATIONAL SECURITY COUNCIL
WASHINGTON, D.C. 20506

July 20, 1985

received
7-24 8553

Dear Mr. Wenceslao:

Thank you for your letter, dated June 11, 1985, to Mr. McFarlane, concerning The Philippine-American Democratic Foundation and the attached summary report. I appreciate your taking the time to inform me of the Foundation's programs.

I understand that you have previously been in touch with Assistant Secretary of State for East Asian and Pacific Affairs Paul Wolfowitz on the same subject. Mr. Wolfowitz indicated he had written to you on June 12 about your proposals and about United States policy toward the Philippines. The Administration strongly supports the development of fully functioning democratic institutions in the Philippines, and I wish you well in your own endeavors to this end. Just how this objective is to be achieved is, as Mr. Wolfowitz stated, a matter best determined by the Filipino people themselves.

Sincerely,



William F. Martin
Executive Director

Mr. Francisco C. Wenceslao
President and Chief Executive Officer
The Philippine-American Democratic Foundation
12802 Valley View Street
Garden Grove, California 92645

AGENCY FOR INTERNATIONAL DEVELOPMENT

WASHINGTON D.C. 20523

ASSISTANT
ADMINISTRATOR

26 JUL 1985

received
8-1 SS

Mr. Francisco C. Wenceslao
President and CEO
The Philippine - American Democratic
Foundation (PADF)
12802 Valley View Street
Garden Grove, California

Dear Mr. Wenceslao:

Thank you for your letters of June 21 and July 1, 1985, describing your organization's activities and your plans for the future.

Mr. Odell's earlier letters of June 20, 1985, on behalf of Assistant Secretary Wolfowitz, and of July 8, 1985, respond to your request for information on how A.I.D. assistance can be channeled through your organization to meet the needs of disadvantaged people in the Philippines. If you need any further information, please contact Mr. Odell. You may also wish to be in direct contact with our USAID Mission in Manila on this matter.

Thank you for your interest in the A.I.D. program.

Sincerely,

Charles W. Greenleaf, Jr.

Charles W. Greenleaf, Jr.
Assistant Administrator
Bureau for Asia and Near East

The Philippine-American Democratic Foundation

A NATIONWIDE EDUCATIONAL AND INFORMATION PROGRAM
(PADF 7/29.85)

1. Introduction

The Philippine-American Democratic Foundation hereby proposes to undertake this program. Its primary goal is the preservation of democratic institutions in the Philippines by averting the debilitating effects of communism's two best allies: poverty and ignorance on the people. The assumption is that the efficacy of development assistance, aimed toward the improvement of the quality of human life, is bolstered if properly communicated. This fosters better appreciation of freedom and democratic values so that the people themselves will safeguard those values.

The program will editorialize through print and electronic media various development assistance programs rendered by official development agencies (ODAs) and private voluntary organizations (PVOs) in the Philippines. This will achieve greater synergy among them and stretch their cumulative impact without increasing resources. The program will improve the delivery capability of ODAs and PVOs for goods and services aimed toward eliminating the underlying causes of poverty and ignorance.

Many programs failed because of the inability to build up constant awareness of what each program did and how it worked. For example, a feeding program could not achieve its objectives because of the failure to overcome the reluctance of those not used to drinking non-fat dry milk, which was unpalatable to them. The result would have been different if it was pointed out that the milk had basic nutrients essential for nursing mothers and growing children.

It is generally accepted that development assistance will succeed or fail based on its ability to gain the confidence of the people who will benefit from it. Public confidence is vital, without which no development program will succeed.

2. Objectives

This program will help in making development assistance more effective for improving the quality of human life, building new and strengthening old institutions, boosting economic growth, and enhancing peace and order. All of these

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are essential ingredients of a viable democratic society. The program has three principal objectives, as follows:

2.1 Short-Range - Income generation for the people directly involved in the program and its ripple effect on the economy.

2.2 Medium-Range - The enhancement of the free flow of information and exchange of ideas, which is indispensable to a democratic society.

2.3 Long-Range - The improvement of the efficacy of development assistance programs toward eliminating the underlying causes of poverty and ignorance as well as their unfavorable impact on the people's appreciation and support for democratic institutions.

3. Budgetary Aspect/Action Framework

This program shall be implemented through print and electronic media in popularly-accepted mass communication formats, as follows:

3.1 R a d i o

(a) A 30-minute continuing drama series with soap opera format, aired 7 days a week over 31 AM radio stations, which have a combined "reach" to about 70% of the population in the Philippines. The series will focus on everyday life in a rural Philippine community where some families are linked to urban centers and foreign countries through relatives and friends. The story will revolve around some development projects and their effects on the lives of the inhabitants in the community. News and occasional visits of relatives and friends from the cities or foreign countries enable the people of the community to compare their lives with them.

Estimated annual cost \$ 110,000

(b) 12 x 60-second spots daily over 31 AM and 7 FM radio stations, 7 days a week, to broadcast general information, testimonials by big-name talents and minute dramas. Current issues of the day will be the main focus,

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such as public administration and the civil service, law and order, education and social development, labor and management, etc.

Estimated annual cost	\$ 60,000
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(c) 2 x 15-minute newscasts daily, one in the morning and the other in the evening, 7 days a week, over the same number of stations as in (b).

Estimated annual cost	\$ 50,000
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Total for Radio Information Program	\$ 220,000
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3.2 Print

A regular monthly magazine tentatively entitled, "FREE ENTERPRISE" which will have one central editorial policy: to promote economic and social progress so that it will help in preserving democratic institutions. It will contain news and commentaries to broaden understanding of the development process, and disseminate results of development projects to guide researchers and policy-makers.

It will also stimulate discussion and the exchange of ideas as well as assist readers in balancing their preconceptions with new views and factual reporting of events.

Estimated Publication Cost p.a.	\$ 173,000
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3.3 Television

A 60-minute TV program, once a week, which will focus on specific development projects undertaken by ODAs and PVOs in fields given under 3.1(b). Included will be interviews of people with varying perceptions about each project, highlights of cultural and lifestyle differences in foreign countries under contrasting forms of government to provide viewers a means to compare, for instance, life in a democracy with that under communism.

Estimated annual cost	\$ 148,000
	\$ 541,000

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Total carried forward	\$ 541,000
Program management and administrative cost (10% of direct cost)	<u>\$ 54,100</u>
TOTAL PROGRAM COST	\$ 595,100
	vvvvvvvvvv

4. Marketing Aspect

The Philippine-American Democratic Foundation has applied for a grant and has launched a fund-raising campaign to finance the total cost for the first year of the program. Eventually, PADF will apply for registration as a PVO with the U.S. Agency for International Development.

It is planned to market the program to the USAID and its affiliated PVOs, including multilateral ODA's such as the World Bank, in order to raise the money for the succeeding years.

The selling point of the program is this. Rather than continue their own separate communication programs in the Philippines, ODA's and PVOs can subscribe to this program. It will enable the pooling of their communication resources to achieve economies of scale and much better results at a cost surely less than what each is spending now.

For example, instead of publishing its own newsletter or magazine and continue maintaining an editorial staff, a PVO can subscribe to a share of the publication cost of the "FREE ENTERPRISE" (the magazine proposed herein). As such, it will be allotted space to publish articles and reports in the magazine proportional to its subscription. This will result in a larger audience than its usual readers.

Co-sponsorship of the radio and TV programs will be open to ODA's and PVOs as part of their respective public information efforts. Again, the cost will naturally be less than what each would spend if it is running its own radio or TV campaign.

* * * * *

PHILIPPINE-AMERICAN
Democratic Foundation
12802 Valley View, Ste. 12
Garden Grove, CA 92645

The Philippine-American Democratic Foundation
12802 Valley View St., Suite 12
Garden Grove, CA 92645

Gentlemen/Madame:

I am contributing a tax-deductible amount of \$ _____, which shall be used exclusively for your humanitarian aid program to the people of the Philippines.

Payment enclosed. Bill me.

Printed Name	Signature
Address	City
Zip	State

Please fill in the needed information at the back.

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PROGRAMS AND PROJECTS

The Foundation's activities in the three (3) areas mentioned will include, but are not limited to, supporting or undertaking on its own the following programs and projects:

(a) **Educational program** — The forms of assistance will consist of printing and distributing prescribed textbooks and audio-visual aids in civic education; scholarship grants for higher education; funding supplementary instructions, such as adult education, school-on-the-air, etc. and school-building construction.

(b) **Population Planning and Nutrition Program** — The forms of assistance will consist of funding multi-media information campaigns; providing supplemental staff salaries, supplies and equipment for population planning, child-care training and nutrition centers.

(c) **Communications Program** — the forms of assistance will consist of funding multi-media information campaigns in support of other organizations' projects, which fall within the Foundation's primary purpose; printing and distributing reading materials in conjunction with its own programs and projects; and the publication of an official monthly magazine.

Further support for the Foundation's programs and projects may include sponsorship of radio and TV shows with popularly-accepted formats, research, seminars, symposiums, conferences, travel grants, TV documentaries, and such other activities as its Board of Directors may from time to time consider appropriate.

The
Philippine-American
Democratic
Foundation

Guarding democracy through
human resource development.

A Fact Sheet

THE PHILIPPINE-AMERICAN
DEMOCRATIC FOUNDATION
12802 Valley View, Suite 12
Garden Grove, CA 92645
Tels.: (213) 598-9471 & (714) 895-5392

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INTRODUCTION

The Philippine-American Democratic Foundation is a private non-partisan organization, registered as a non-profit public benefit corporation No. 1341125 under California laws, that relies on financial support of the general public and its members, both individual and corporate. It seeks to enlist the goodwill of the American people and their traditional support for humanitarian causes in order to assist the people of the Philippines or other countries, who wish to build a society rooted in the ideals of freedom and democracy. It will also draw support from friends and other organizations that sympathize with the Foundation's aims and purposes.

A number of Filipinos and Americans in business and government have asked Dr. Elpidio M. Osteria Jr., M.D. and Francisco C. Wenceslao to take charge of the organization and initial operation of the Foundation.

Jun Osteria is widely known in the Filipino community in the Los Angeles area, as a medical practitioner, and is active in various civic projects that will enhance the assimilation of Filipino-Americans in the economic mainstream of America. His successful practice has also had impact on his hometown of Imus, Cavite, whose wartime mayor, Dr. Elpidio Osteria Sr., Jun's father, was executed by the Japanese.

Frank Wenceslao was in government service from 1978 to 1981, first as special assistant to the Philippine Minister of Trade and, subsequently, as head of the Philippine Export Advisory Council. Frank advocated small and medium-sized businesses as the best answer to the Philippine economy's urgent need. In fact, he resigned from government service because of his opposition to the administration's economic development program centered on

the so-called 11 Major Industrial Projects. Ironically, Frank had warned in 1980 that the Philippines was headed for an economic crisis if that program was implemented.

For legal counsel, PADF has the Law Offices of Barry R. Frederick, 1021 S. Union Avenue, Los Angeles, CA 90015.

The three gentlemen compose the *ad interim* Board of Directors of the Foundation until its full membership has been constituted.

PURPOSE AND OBJECTIVES

The Foundation binds itself to the fundamental principle that human-resource development, resulting in the improvement of the quality of human life, is the true guardian of democracy. But democracy will not thrive nor progress be attained in a society unless a majority of the people understand and appreciate the ideals of freedom. With this objective, the Foundation will mainly focus its concerns on these areas: (a) education; (b) population planning and nutrition; and (c) communications.

Freedom is better appreciated from training received in democratic habits and principles, which is most effective when it is given while the recipients are young. And for a majority of the citizenry to appreciate freedom and human rights, the improvement of the quality of human life must begin at an earlier stage in its development, during the prenatal stage.

In keeping with the Foundation's objective, population planning and nutrition are considered essential prerequisites as education for the improvement of the quality of human life. In a similar sense, communications give life to free exchange of ideas that enhances the appreciation of freedom and democratic values by a majority of the citizenry.

PS Also send your request for contribution to the following persons/entities:

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